## Description: AG_logo.gif Communications Committee Meeting Agenda

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| |  |  | | --- | --- | | **Description: calendar** | **2016-01-07** | | **Description: clock** | 1:00 am CT | | **Description: telephone** | Call Number: 1-712-832-8320  Meeting Code: 806603 | | **Description: monitor** |  | | | | | **Contact**: Committee Chair ⦁ Natasha Lilly ⦁ 217 342 3123 ex. 114 ⦁ [natasha.lilly@theequity.com](mailto:natasha.lilly@theequity.com)  Committee Vice Chair ⦁ James Nolfo  **Description: users1 Attendees**   |  |  | | --- | --- | | **[ ]** Natasha Lilly\* (The Equity - Chair)  **[ ]** James Nolfo\* (BASF - Vice Chair)  **[ ]** Kristin Nottingham\* (SSI)  **[ ]** Dave Craft\*(SSI)  **[ ]** Melinda Sposari\* (Fertilizer Institute) | **[ ]** Andriana Majarian\* (Agrian)  **[ ]** Susan Ruland\* (AgGateway)  **[ ]** Brandon Olstad\* (Claas)  **[ ]** Victoria Peoples\* (Bayer)  **[ ]** Jody Costa\* (Barcoding, Inc.)  **[ ]** Shane Snyder\* (Barcoding, Inc.)  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** |  | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | | Natasha Lilly | | |  | | |
| 1. Antitrust Guidelines | | Natasha Lilly | | |  | | |
| 1. Approval of Prior Meeting Minutes from 12/03/15 | | Natasha Lilly | | |  | | |
| 1. Review Action Items | | Natasha Lilly | | |  | | |
| 1. Newsletter Planning – January/February | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, January 12 |  | | Title/Subject | Author | |  |  | | eConnectivity Matters | Wendy Smith | | AgGateway Global Network | Rod Conner | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | AIDC Working Group | Jody Costa | | Board of Directors | Susan Ruland | | Emerging Technologies (Allied Providers) | Jody Costa | | | |
| 1. Newsletter Planning – March | |  | | | |  |  | | --- | --- | | **AgGateway Newsletter Articles** |  | |  |  | | Due Date: Tuesday, February 16 |  | | Title/Subject | Author | |  |  | | New Member Articles | Natasha Lilly | | AGIIS | Chris Crutchfield / Josh Wall | | AgGateway In The News | Andriana Majarian | | Leadership Profile | Brandon Olstad | | AIDC Working Group | Jody Costa | | Capabilities Matrix | TBD | | | |
| 1. Marketing Plan | | Susan Ruland | | |  | | |
| 1. Committee Plan | | Kristin Nottingham | | |  | | |
| 1. Social Media  Google Analytics | | Jody Costa | | |  | | |
| 1. New Business Committee Assignments | | Natasha Lilly | | | Council Members – Do we have members from each council?   * Kristin Nottingham – No council * Andriana Majarian - ? * Natasha Lilly – Seed Council, Ag Retail Council * Dave Craft – Ag Retail Council * Melinda Sposari - ? * Victoria Peoples – Specialty Chemical Council, Crop Protection Council * Susan Ruland – No council * Brandon Olstad – Precision Ag Council, SPADE Group, SPADE Communications Task Force * Jody Costa – Allied Providers Council * Shane Snyder – Allied Providers Council * J Nolfo – Specialty Chemical Council   Still need involvement from the Crop Nutrition Council and the Grain & Feed Council | | |
| 1. Other Discussion Items | | Natasha Lilly | | |  | | |
| 1. Council Reporting Points | | Natasha Lilly | | |  | | |
| 1. Upcoming Meetings | |  | | | **Next Meeting – Thursday, February 4 @ 2pm ET** | | |

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| **Active Action Items List as of 12/03/15** | | |
| **Accountable** | **Action** | **Status** |
| Susan | Find a location for the Allied Providers Matrix on the AgGateway website | *Susan has given some thought to this as well as a few new programs coming out. Nothing set in stone yet. In process. Susan is cleaning up the website.* |
| Jody | Look into trendy tweets for social media – what are people tweeting about? | *Still in progress.* |
| Susan | Events Calendar. | *Including as part of Susan’s 2016 Plan.* |
| Kristin | Reach out to new attendees. | *Courtney McNeese is supposed to send the contact list.* |
| Kristin | Send email to Natasha and J about Chair and Vice Chair change. |  |
| Kristin | Send email to Member Services to add J and Natasha to the website and as the Chair and Vice Chair | *Sent email on 12/03.* |
| Kristin | Check with Member Services about call in number. | *Sent email on 12/03.* |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker** |
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Social Media Calendar:

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| Week | Poster |
| 12/07 | Jody |
| 12/14 | Andriana |
| 12/21 | Susan |
| 12/28 | Brandon |
| 1/4 | Natasha |
| 1/11 | Kristin |
| 1/18 | Jody |
| 1/25 | Andriana |
| 2/1 | Susan |
| 2/8 | Brandon |
| 2/15 | Natasha |
| 2/22 | Kristin |